

Perfect Start Booking Conversation

Print off a copy, fill in appropriate blanks ahead of time and have it in front of you during the actual call. Follow along with a pen or pencil and fill in other blanks such as date and time as the call proceeds. It's just that easy!

Hi _____ this is _____. Do you have a quick minute?.....

Great! I am so excited! I have just become a beauty consultant with Mary Kay and could use your help. I would love to borrow your face ☺ and see how our awesome products compare to what you are currently using. I have 3 available dates from which to choose. First we have this coming Tuesday at 7:00 pm, Saturday morning at 10:00 am and next Tuesday at 7:00 pm. Which of these work best for you?.... Great! _____ . (date & time)

Would like to know how you can earn up to \$300 in free Mary Kay products by having 3 – 6 of your friends/family join us?..... Well, I will make sure that you get our “Pinkalicious Party” hostess information packet. If I e-mail (or drop this off) do you think that you might have time to take a quick look through it, before we can talk for about ten minutes,... maybe in the next day or so?.....Great!..

When is the best time for me to call? Tomorrow evening or would (suggestion) night be better? What time do you prefer? _____ pm or _____ pm?

Great.. so we have a phone date: _____ day at _____ pm. ☺

If you would, please have the hostess packet handy so we can go over it together and see how easy getting \$300 in free Mary Kay can be.

Now, at a “Pinkalicious Party” in addition to the free products that you will earn as hostess your guests will receive a ticket for each pink clothing or accessory item that they wear. Drawings will then be held for even more free products! There is no obligation for anyone to buy, however I will have some of my inventory with me... just in case. How does that sound? 😊

Oh, there’s just one more thing... In order to qualify for the free products at least 2 of your guests: can’t already know me, must be over 18 years of age and should not already have a Mary Kay consultant.

Ok, now just to confirm, we have a phone call to discuss the free product you can earn on: _____ at _____ pm and your Pinkalicious party is scheduled for: _____ at _____ pm.

Awesome 😊 talk to you then! Thanks! Bye

Some Helpful Tips

1 - Your friends may say “sure, I’ll help you, but first let me talk to a couple of my neighbors and see when the right day and time would be, then I’ll call you back”. This is a **red flag** and you should say, “that’s a good idea, but let’s go ahead and pick a date and time that’s at least good for you and me, we can always change it.

Do you think the first week or the second would be good for you?

2 - Just starting out it is best to book your hostess over the phone. This allows you to have this script in front of you until you have it memorized.

3 - Though you may be working on Power start (scheduling 15 classes, holding 10 in 4 weeks) try to focus on getting half way by the end of your second week. Your second appointments with same customer (for color) will help to fill requirements for weeks 3 and 4.